



# Rockville Events Sponsorship Opportunities

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City of  
**Rockville**  
Get Into It

**[www.rockvillemd.gov/events](http://www.rockvillemd.gov/events)**



# Rockville Events Sponsorship Opportunities

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## Letter from the Rockville Mayor

Dear Past, Present and Potential Sponsors,

Welcome to the City of Rockville, ranked by Livability.com in 2016 as one of the 20 best places to live in America, and the No. 1 city for families.

Rockville is the county seat of Montgomery County, 13 miles from the nation's capital, and home to 67,000 people with a median income of just under \$100,000. Our community is proud of our diversity, and our citizens are active, well-educated and loyal.

# 2017

Part of what makes Rockville such a wonderful community is the wealth of recreational and cultural events hosted annually by the city's Recreation and Parks Department. Our staff works diligently to provide top quality events that celebrate the diversity and vibrancy of life in our city. Each year we strive to continue the traditions people have grown to love while also providing

something new and exciting. In 2017, we expect over 150,000 people to attend Rockville events.

Please take the time to review this packet and explore our events. Our staff is ready to answer any questions you may have about sponsorship opportunities.

We look forward to helping you find your place in Rockville in 2017.

Sincerely,



Bridget Donnell Newton  
Mayor, City of Rockville





## Did You Know...

### **Rockville special events bring the community together.<sup>1</sup>**

- Seventy-one percent of Rockville's population attended a city-sponsored special event in 2014.
- Eighty-six percent rated the quality of city-sponsored special events as "good" or "excellent."

### **Rockville is a highly educated community.<sup>2</sup>**

- Sixty-one percent of Rockville residents, 25 years and older, have at least a bachelor's degree, and 36 percent have a graduate or professional degree.

### **Rockville's household and economic trends are above the national average.<sup>2</sup>**

- Rockville's median household income is \$97,667, which is 84 percent higher than the national average and 34 percent higher than the Maryland average.

### **Rockville is rich in ethnic and cultural diversity.<sup>1</sup>**

- Sixty-six percent of the city's population are non-Hispanic white, 25 percent are Asian/Pacific Islander, 13 percent are Hispanic, 2 percent are American Indian or Alaskan Native, and 5 percent are African American.\*

### **Rockville is close to the action.**

- The city is located just 15 miles northwest of Washington, D.C.
- Rockville is centrally located with easy access to Interstate 270 and the Metro Red Line, allowing easy access for residents and visitors.

<sup>1</sup> 2014 City of Rockville Community Survey

<sup>2</sup> American Community Survey (ACS) 2008-2012

\* Total may exceed 100 percent as respondents could select more than one answer.



## Hometown Holidays – Saturday, May 27 and Sunday, May 28

Hometown Holidays (HTH) is Rockville's signature event, featuring live entertainment from local, regional and national performers. This unofficial kickoff to summer draws a crowd of 60,000 over Memorial Day weekend and offers fun for everyone.

### Sponsorship Levels

#### Major Sponsor: \$7,500

- Naming rights to an onsite music stage
- Sponsor-provided banner to be displayed on an entertainment stage and two additional banners displayed on grounds
- Company logo and name featured on various print materials
- Company logo and name featured on the HTH webpage
- Company logo featured on the HTH onsite guide
- A minimum of four mentions on the HTH Facebook page
- City-provided onsite booth space, 10'x10' tent with table and two chairs
- 12 passes to the sponsors and officials area on Saturday
- 60 Taste of Rockville tickets

#### Benefactor: \$5,000

- Two sponsor-provided banners to be displayed on grounds
- Company logo and name featured on various print materials
- Company logo and name featured on the HTH webpage
- Company logo featured on the HTH onsite guide
- A minimum of two mentions on the HTH Facebook page
- City-provided onsite booth space, 10'x10' tent with table and two chairs
- Eight passes to the sponsors and officials area on Saturday
- 40 Taste of Rockville tickets

#### Patron: \$2,000

- Company name featured on various print materials
- Company name featured on the HTH web page
- Company name featured on the HTH onsite guide
- A minimum of two mentions on the HTH Facebook page
- City-provided onsite booth space, 10'x10' tent with table and two chairs
- Four passes to the sponsors and officials area on Saturday
- 20 Taste of Rockville tickets

#### EVENT SNAPSHOT

**Annual website views: 90,000**

**Facebook page likes: 4,000**

**Approx. attendees: 60,000**

**Website: [www.rockvillemd.gov/hth](http://www.rockvillemd.gov/hth)**

**Facebook: [www.facebook.com/RockvilleHometownHolidays](https://www.facebook.com/RockvilleHometownHolidays)**





## Suds & Soles 5K – Saturday, June 24

Suds & Soles is an exciting 5K race produced in partnership by the Montgomery County Road Runners Club (MCRRC) and the City of Rockville. Proceeds from Suds & Soles benefit the Rockville Recreation and Parks Foundation, Inc., which supports the Rockville Recreation Fund, and MCRRC youth and beginning running programs. The inaugural race was held in 2016 and sold out, with 1,000 participants.

### Sponsorship Levels

#### Pub Owner: \$5,000

- Company name added to race name
- One evening of packet pickup at your location, if desired
- Company logo on webpage, print materials and race bib
- Premier onsite booth space, 10'x10' tent, with a table and two chairs
- Minimum of six mentions on the race Facebook page
- One banner displayed in the finish area of the race (not to exceed 6' wide x 2' high)
- Recognition during race-day announcements
- One marketing piece in runner goody bags
- Six complimentary race entries

#### Brew Master: \$2,500

- Company logo on webpage and print materials
- Premier onsite booth space, 10'x10' tent, with a table and two chairs
- Minimum of four mentions on the race Facebook page
- One banner displayed in the finish area of the race (not to exceed 6' wide x 2' high)
- Recognition during race-day announcements
- One marketing piece in runner goody bags
- Four complimentary race entries

#### Brewer: \$1,000

- Company logo on webpage and print materials
- Onsite booth space, 10'x10' tent, with a table and two chairs
- Minimum of three mentions on the race Facebook page
- One banner displayed in the finish area of the race (not to exceed 6' wide x 2' high)
- Recognition during race-day announcements
- One marketing piece in runner goody bags
- Three complimentary race entries

#### Brewer's Assistant: \$500

- Company logo on webpage and print materials
- Onsite table space
- Minimum of two mentions on the race Facebook page
- One banner displayed in the finish area of the race (not to exceed 3' wide x 2' high)
- Recognition during race-day announcements
- One marketing piece in runner goody bags
- Two complimentary race entries

#### Bartender: \$250

- Company logo on webpage and print materials
- Choice of onsite table space or one marketing piece in runner goody bags
- Minimum of one mention on the race Facebook page
- One complimentary race entry

#### EVENT SNAPSHOT

**Website views: 16,400**

**Facebook page likes: 500**

**Approx. attendees: 1,000**

**Website: [www.rockvillemd.gov/sudsandsoles](http://www.rockvillemd.gov/sudsandsoles)**



## Independence Day Celebration – Tuesday, July 4

Entering its 53rd year, the Rockville Independence Day celebration takes place on the grounds of Mattie J.T. Stepanek Park. The annual event attracts more than 30,000 people and includes live music, food and a colorful fireworks display.

### Sponsorship Levels

#### Major Sponsor: \$5,000

- One sponsor-provided banner to be displayed from each stage, and two sponsor-provided banners to be displayed on the grounds
- Company logo and name featured on the Independence Day webpage
- Company logo and name featured on various print materials
- City-provided onsite booth space, 10'x10' tent with a table and two chairs
- Acknowledgement from stage before the musical act
- Six passes to the VIP viewing area

#### Benefactor: \$2,500

- Two sponsor-provided banners to be displayed on the grounds
- Company logo and name featured on the Independence Day webpage
- Company logo and name featured on various print materials
- City-provided onsite booth space, 10'x10' tent with table and two chairs
- Acknowledgement from stage before the musical act
- Four passes to the VIP viewing area

#### Patron: \$1,000

- One sponsor-provided banner to be displayed on the grounds
- Company logo and name featured on the Independence Day webpage
- Company name featured on various print material
- City-provided onsite booth space, 10'x10' tent with table and two chairs
- Acknowledgement from stage before the musical act
- Two passes to the VIP viewing area

#### EVENT SNAPSHOT

**Website views: 37,000**

**Approx. attendees: 30,000**

**Website: [www.rockvillemd.gov/independenceday](http://www.rockvillemd.gov/independenceday)**





## Movies in the Parks – Wednesdays, August 2-23

Entering its third year, Movies in the Parks is a family-friendly movie series featuring four movies, on four nights, in four neighborhood parks. More than 300 people attended each movie during the 2016 series.

### Sponsorship Levels

#### Presenting Sponsor: \$3,000

- Exclusivity in category
- Recognition as the Presenting Sponsor for the entire series
- Company logo featured on the Movies in the Parks postcard and poster
- Company logo on the Movies in the Parks webpage
- One sponsor-provided banner (up to 10 feet in length) displayed at each movie
- Verbal recognition at each movie as Presenting Sponsor
- City-provided booth space, 10'x10' tent with table and two chairs

#### Event Sponsor: \$500

- Company logo on the Movies in the Parks webpage
- City-provided booth space, 10'x10' tent with table and two chairs

#### EVENT SNAPSHOT

**Annual website views: 4,100**

**Approx. attendees: 300 per movie**

**Website: [www.rockvillemd.gov/moviesintheparks](http://www.rockvillemd.gov/moviesintheparks)**





## Rocktoberfest (Inaugural Event) – Saturday, Oct. 7

Rocktoberfest features two stages of entertainment, including German music and dance, German food, craft vendors, kids activities and beverages for sale from local breweries. This inaugural event is expected to attract more than 5,000 people to Rockville Town Center.

### Sponsorship Levels

#### Major Sponsor: \$5,000

- Exclusivity in category
- One sponsor-provided banner displayed on stage, and two sponsor-provided banners to be displayed on grounds
- Company logo featured on the Rocktoberfest website
- A minimum of four mentions on the Rocktoberfest Facebook page
- City-provided onsite booth space, 10'x10' tent with table and two chairs
- Company logo featured on onsite event handout

#### Benefactor: \$2,500

- Company logo featured on the Rocktoberfest website
- A minimum of two mentions on the Rocktoberfest Facebook page
- City-provided onsite booth space, 10'x10' tent with a table and two chairs
- Company logo featured on onsite event handout

#### Patron: \$1,000

- Company name featured on the Rocktoberfest website
- City-provided onsite booth space, 10'x10' tent with a table and two chairs
- Company name featured on onsite event handout



## Rockville Antique and Classic Car Show – Saturday, Oct. 14 (Rain Date: Saturday, Oct. 21)

For more than 50 years, the Rockville Antique and Classic Car Show has graced the beautiful grounds of the Glenview Mansion at Rockville Civic Center Park, making it the perfect place for car enthusiasts to experience automobile history. The event puts more than 550 automobiles on display and features marques such as Cadillac, Ford, Studebaker and Jaguar, just to name a few. With more than 12,000 attendees annually, there is something for everyone, including food, music and a car-related flea market.

### Sponsorship Levels

#### Major Sponsor: \$5,000

- Exclusivity in category
- One sponsor-provided banner to be displayed near the stage, and one displayed on event site
- Company logo featured on the car show webpage
- City-provided onsite booth space, 10'x10' tent with table and two chairs
- One sponsor-provided marketing piece, no larger than 8.5"x11," in the car show registration packet
- A minimum of four mentions on car show Facebook page

#### Benefactor: \$2,500

- One sponsor-provided banner to be displayed on the event site
- Company logo featured on the car show webpage
- City-provided onsite booth space, 10'x10' tent with a table and two chairs
- A minimum of two mentions on car show Facebook page

#### Patron: \$1,000

- Company name listed on the car show webpage
- City-provided onsite booth space, 10'x10' tent with table and two chairs

#### EVENT SNAPSHOT

**Annual website views: 11,200**

**Facebook page likes: 985**

**Approx. attendees: 12,000**

**Website: [www.rockvillemd.gov/carshow](http://www.rockvillemd.gov/carshow)**

**Facebook: [www.facebook.com/RockvilleCarShow](https://www.facebook.com/RockvilleCarShow)**



# 2017 Event Sponsorship Application

Please print or type all information clearly.

Business \_\_\_\_\_ Contact Name \_\_\_\_\_

Type of Business \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Work Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

Facebook/Web Address \_\_\_\_\_

Additional Contact Name \_\_\_\_\_ Phone \_\_\_\_\_

Thank you for sponsoring a City of Rockville Special Event(s).  
Please indicate the event(s) you're interested in and the sponsorship level.

## Hometown Holidays | May 27 and 28, 2017

- ☐ Major Sponsor (\$7,500)  
☐ Benefactor (\$5,000)  
☐ Patron (\$2,000)  
Will you need electricity? ☐ Yes ☐ No

## Suds and Soles 5K | June 24, 2017

- ☐ Pub Owner (\$5,000) ☐ Brewer's Assistant (\$500)  
☐ Brew Master (\$2,500) ☐ Bartender (\$250)  
☐ Brewer (\$1,000)

## Independence Day Celebration | July 4, 2017

- ☐ Major Sponsor (\$5,000)  
☐ Benefactor (\$2,500)  
☐ Patron (\$1,000)

## Movies in the Parks | Wednesdays, Aug. 2-23, 2017

- ☐ Presenting Sponsor (\$3,000)  
☐ Event Sponsor (\$500)

## Rocktoberfest (Inaugural Event) | Oct. 7, 2017

- ☐ Major Sponsor (\$5,000)  
☐ Benefactor (\$2,500)  
☐ Patron (\$1,000)

## Rockville Antique and Classic Car Show | Oct. 14, 2017 (Rain date: Oct. 21)

- ☐ Major Sponsor (\$5,000)  
☐ Benefactor (\$2,500)  
☐ Patron (\$1,000)

### APPLICATION DEADLINE

Submit application at least six weeks before event.

### SUBMIT APPLICATION

Submit this application by either email:

cmcquitty@rockvillemd.gov

or by mail:

City of Rockville, Special Events Manager,  
111 Maryland Ave., Rockville, MD 20850

### QUESTIONS ABOUT SPONSORSHIP OPPORTUNITIES, CONTACT:

Colleen McQuitty, Special Events Manager  
240.314.8606

cmcquitty@rockvillemd.gov

### APPLICATION PROCESS

- Once you submit this application, the Special Events Manager will contact you within 48 hours.
- The Special Events Manager will email you a Memorandum of Understanding, Invoice and City of Rockville W-9.
- Detailed information about each event is either emailed or mailed three weeks before each event.

Comments/Special Request: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
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